

**INQUIRY INTO INQUIRY INTO CHILDHOOD  
OVERWEIGHT AND OBESITY**

**Organisation:** Nestle Australia  
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Good Food, Good Life

26 August 2016

The Hon. Bronnie Taylor, MLC  
Chair of Standing Committee on Social Issues  
Parliament House  
Macquarie Street  
SYDNEY NSW 2000

To the Hon. Bronwyn Taylor, MLC

Nestlé Australia respectfully provides the following submission to your Committee's current Inquiry into Strategies to Reduce Childhood Overweight and Obesity.

We are pleased to be able to share insights into a number of initiatives Nestlé Australia is undertaking to address this very important issue. Of most relevance to the Inquiry's terms of reference is our Healthy Active Kids programme, which illustrates the potential benefits of multisectorial collaborations.

Additionally, we would be willing to contribute in person during your public hearings. We recognise that the scale and scope of some of our initiatives detailed in the attached submission (especially the Healthy Active Kids Programme and its formal evaluation) may need further explanation.

Any immediate inquiries can be directed to Margaret Stuart as Corporate and External Relations Manager or

Kind regards

Katrina Koutoulas  
**Head of Market Wellness**  
**Nestlé Australia**

**Submission to: NSW Standing Committee on Social Issues**  
**Inquiry into Strategies to Reduce Childhood Overweight and Obesity**

## Healthy Active Kids Programme

### 1. Executive Summary

**Nestlé supports:**

- The NSW Premier's Priority Target: Reduce overweight and obesity rate of children and young people (5-16 years) by 5 per cent by 2025
- The NSW Healthy Eating and Active Living Strategy 2013 – 2018 as a framework to drive multi-sector partnerships across government and the community to support children becoming healthy and active
- The NSW Healthy Children Initiative which demonstrates the importance of both healthy eating and physical activity and the need for a multi-sector approach across numerous settings.

#### **1.1 Nestlé endorses the NSW Government's approach to:**

- Collaborative partnerships with government, non-government, food industry and private sectors to encourage healthier diets and physical activity in order to achieve the 2025 childhood overweight and obesity target
- Consultation with food industry to develop impactful strategies based on current research on dietary behavior and the food supply to enable children to make healthier food and beverage choices.

#### **1.2 Nestlé recommends:**

- Further dialogue between NSW Government agencies and Nestlé regarding insights from and evaluation of the Healthy Active Kids programme, to provide relevant learnings for future education programmes
- NSW Government agencies consider supporting the extension of the Healthy Active Kids programme in the following ways:
  - Review and support from NSW Department of Education for the implementation of an online professional development programme for teachers that will be in line with State and Federal Government policy and the Draft National Curriculum
  - Delivery of the Healthy Active Kids programme to trainee primary teachers at NSW universities in line with the Draft National Curriculum

## 2. Nestlé

Nestlé Australia is part of Nestlé, the leading Nutrition, Health and Wellness company. We are committed to improving people's quality of life at every stage.

Nestlé believes that for a company to prosper over the long term and create value for shareholders, it must create value for society at the same time. We call this Creating Shared Value. It's an approach based on respect for people, cultures and the natural environment. As the leading nutrition, health and wellness company, we enhance lives with science-based nutrition and health solutions for all stages of life, helping consumers care for themselves and their families.

Nestlé Australia employs around 4000 people in locations around Australia, including nine factories (including Blayney and Smithtown in regional NSW and Blacktown in western Sydney). We aim to offer consumers tastier, healthier choices across a broad range of food and beverage categories.

Nestlé has made 39 commitments globally, 15 focused specifically on nutrition, that we aim to meet by 2020 or earlier, to support our long-term goal of Creating Shared Value. We set targets against these commitments and report on them annually. These commitments guide all of us at Nestlé in our collective efforts to meet specific objectives.

### 2.1 Our commitments to improving the nutrition, health and wellness of children

Nestlé shares a common interest with government in finding a solution to the problem of childhood overweight and obesity. We also believe in the importance of multi-stakeholder actions to deliver better nutrition, encourage healthier diets and physical activity, and to promote health and wellness initiatives. From our experience, multi-stakeholder actions contribute to better public health outcomes, by combining diverse expertise that focus on shared interests.

Nestlé has made numerous public commitments, which are aimed at helping to improve the nutrition, health and wellness of children through research; product renovation, labelling and guidance; and by promoting healthy diets and lifestyles. Examples include the following.

#### 2.1.1 Building knowledge in children's nutrition

Nestlé seeks to develop a deeper understanding of the actual dietary intake, lifestyle and health status of children through our large-scale research projects. The results of our studies help define our product formulation, consumer communication and educational programmes.

A recent example of our work in this area includes a recent research project with Nutrition Research Australia to understand Australian children's food consumption. The research analyses ABS data (1995, 2007 and 2011-12 National Nutrition Surveys) to determine what children are consuming, how much, and when.

This information is being used to support dietitian and healthcare professional education, while informing our own efforts to develop products and services that meet the recognised nutritional needs of children.

The research shows:

- Prevalence and frequency of snacking among children and adolescents has increased over time; as a result, an increasingly larger proportion (1/3) of total energy intake comes from snacking

- Children are, however, snacking better, with an increased focus on snacks from core foods - such as fruit, dairy and cereals
- Snacking plays an important role in children meeting their nutrient needs, hence, there is a need to focus on supporting and encouraging healthy snacking choices.

These findings highlight the importance of a focus on healthy snacking education and are currently being communicated to dietitians and other healthcare professionals through education programs. They also inform the development of products and services to target the nutritional needs of children with a focus on healthy snack foods.

### **2.1.2 Improving diets by making better products – with a focus on children’s products**

In order to analyse the nutritional value of its products, Nestlé has established a rigorous methodology based on public health recommendations and nutrition science. This is called the Nestlé Nutritional Profiling System and has been progressively applied across our worldwide product portfolio since 2004.

It is a dynamic approach as the criteria are regularly reviewed by teams of nutrition experts and product specialists to incorporate the latest developments in nutrition, health and wellness.

**Developing products:** The Nestlé Nutritional Profiling System supports product development and is used to optimise the nutritional composition of all our new products.

**Improving existing products:** Nestlé continually invests in the innovation and renovation of a large variety of products both to enhance and communicate their taste and nutritional value. Using the Nestlé Nutritional Profiling System to benchmark and prioritise which products are targeted, we have reformulated existing products to improve nutrition; balancing consumer preferences and technical considerations as part of this mix. Where relevant, by the end of 2016 our global target is to reduce sugar, saturated fat and sodium by an average of 10 per cent in all relevant products that do not meet our nutrition criteria.

Importantly, 100 per cent of our children’s products now meet the nutrition criteria of the Nestlé Nutritional Profiling System.

**Micronutrient fortification:** Some of our products are fortified with micronutrients that are relevant to the nutritional needs of children.

### **2.1.3 Providing clear nutrition and portion information on-pack for consumers**

We are committed to empowering consumers to make informed choices, in user-friendly ways.

**Portion Guidance:** Nestlé Australia has developed a portion icon for use on packaging. This aims to reset consumer thinking on portion size, recognising research showing that people are eating more due to the distortion of their understanding of sensible portions.

By the end of 2015 we had provided portion guidance on all of our children’s products (4-11yrs).

**Sensible sizing:** We have used a number of techniques to focus on portion in our packaging - for example, by making packs that contain just one child-sized portion, or by developing resealable packaging for larger packs to communicate that such products should be consumed in more than one eating occasion.

**Health Star Rating:** Nestlé was an early adopter of the Health Star Rating system, and subsequently ran broad-based consumer communications on the scheme from September 2014 to encourage early consumer acceptance. We expect that by the end of 2016, 85 per cent of our

products will have the Health Star Rating system on pack. Importantly, we have also reformulated products since the system was put in place. We continue to engage with the federal Department of Health and the Health Star Rating Advisory Committee as part of our support for the system.

## 2.1.4 Marketing responsibly, with particular care for children

Globally, Nestlé does not market to children under the age of six.

Marketing communications to children aged six through 12 years is restricted to products that are a healthier choice, as assessed against the stricter of either the EU Pledge Nutrition Criteria, or local criteria, and advertising should encourage a healthy lifestyle.

Our policy encompasses a wide range of communication channels including digital, and does not permit confectionery marketing targeted at children regardless of nutrition criteria.

Nestlé participates in industry activities aimed at furthering responsible advertising to consumers. In Australia, we are signatories to the Responsible Children's Marketing Initiative.

## 2.1.5 Raising awareness on balanced diets and increased levels of physical activity

We have a strong focus on helping children lead healthier lives. Our work includes:

**Nestlé Healthy Active Kids:** Nestlé has partnered with the Australian Institute of Sport since 2001 to provide curriculum materials (free of any product branding) to primary school teachers to support them with lesson plans on healthy diet and lifestyle. An estimated 25,000 teachers and 350,000 kids have used this resource.

**Nestlé Aboriginal Youth Development Program:** Our support for Role Models and Leaders Australia for the Girls Academies has helped embed nutrition and wellness programs nationally to over 1,960 girls (130 + girls in NSW).

**Children's Portion Plate and Lunchbox Flip Chart:** We have developed and distributed simple tools that consumers can use to guide their portion size choices and balance their meals. The tools encourage a diet in line with the Australian Dietary Guidelines.



Above: Nestlé's Portion Plates for adults with traditional indigenous diets, other adults and children.



Below: The Healthy Lunch Box flip chart



Given the terms of reference of the Inquiry, this submission will focus on the flagship programme Nestlé Healthy Kids, as it provides an example of a well-established programme based on a multi-stakeholder approach, aimed at raising awareness of the benefits of a healthy active lifestyle amongst school age children through nutritional education and the promotion of regular physical activity. Ultimately, the goal of the programme is to have a positive impact on children's health including a contribution to reducing childhood overweight and obesity rates.

### 3. Nestlé Healthy Kids Programme: Globally

#### 3.1 Overarching goal

To raise awareness of the benefits of a healthy lifestyle amongst school-aged children around the world, through nutrition education and the promotion of regular physical activity.

#### 3.2 Multi-stakeholder partnership approach

Nestlé Healthy Kids programmes are conducted in 84 countries worldwide. The program is delivered through multi-stakeholder partnerships in each country, working with almost 300 partners worldwide. These include national and local governments, NGOs, nutrition health institutes and sport federations reaching eight million school aged children.

The Programmes share the common goal is encouraging nutrition education and the promotion of a healthy lifestyle amongst school-aged children. It is important to note that it does not have product or brand involvement.

While a key objective is the provision of best practice nutrition and physical activity information to teachers, our ultimate audience is the children they teach. We aim to encourage positive change in school settings and communities that will create environments in which children can learn, and also experience, healthy lifestyles. The Programme also aims to develop positive attitudes and behaviours towards food choices and physical activity and continue them into adulthood.

The Nestlé Healthy Kids Programme is regularly monitored to measure impact, particularly change in knowledge levels, attitudes and behaviours. To ensure its relevance, credibility and quality, the Healthy Kids programme is reviewed annually to verify that it meets government and World Health Organization guidelines, and that its content is assessed and agreed by external experts such as local health, education and sports authorities and specialists.

### Nestlé Healthy Kids: promoting nutrition education programmes worldwide



With the Nestlé Healthy Kids Global Programme, we aim to share the benefits of healthy lifestyles with children, in the hope that this will give them the chance to develop positive

attitudes and behaviours towards food choices and physical activity into adulthood. This infographic demonstrates what we had achieved by 2015. Nutrition Investigator Award.



### 3.3 Global Programme Criteria

Wherever it is delivered, the Programme must:

- Focus on nutrition education and physical activity
- Target school-age children from six years' old
- Focus on partnership with credible expert organisations, ministries of health and education
- Have content endorsed and developed by credible and relevant experts
- Be based on assessment of community needs
- Include monitoring and evaluation on an annual basis by a credible third party
- Not involve products or brands.

### 3.4 Key Programme goals

By shifting attitudes and building knowledge, there are five key behaviours the programme seeks to improve among children. It is important that children learn to:

1. Eat nutritious and diverse meals
2. Manage portions
3. Promote healthy levels of water consumption
4. Play and be active
5. Keep good hygiene habits.

## 4. Healthy Active Kids Programme: Australia

### 4.1 Introduction

With over 30 years' experience, the Australian Institute of Sport (AIS) has been a vital stakeholder in promoting healthy active lifestyles for all Australians. Nestlé and AIS have been working together since 1999 on a number of initiatives that include Survival Cookbooks, research projects, program support for athletes and developing content for consumers and the teaching community.

In 2001, Nestlé Australia in partnership with the Australian Institute of Sport (AIS) developed the Healthy Active Kids Programme.

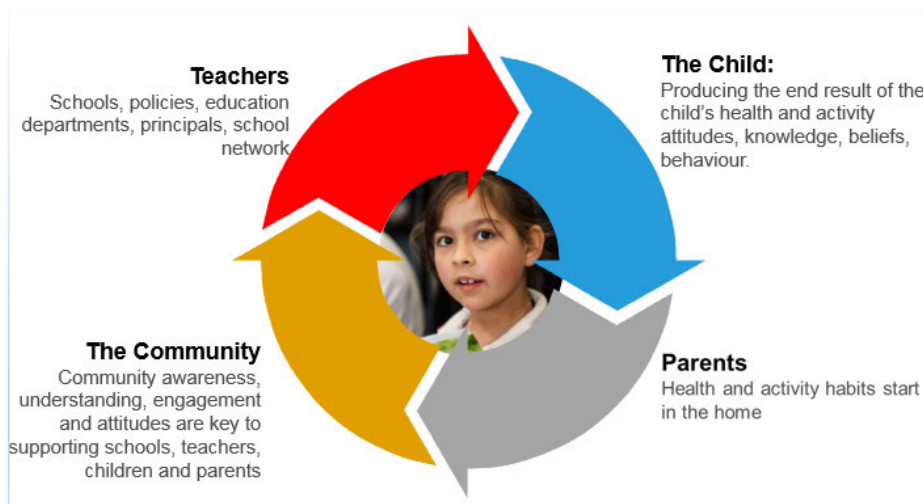
Initially, the program was developed as a teaching resource, but has expanded to have three main platforms, providing resources for teachers, kids and families. Today, these platforms are:

- Online teaching resources
- Interactive communications for families and children
- Grants for schools to support in-school activities which align with the goals of the Healthy Active Kids Programme

The programme takes a holistic approach with the ultimate goal of helping children to develop attitudes, knowledge, beliefs and behaviours that will inform better nutrition choices, good hydration and healthy activity.

The website [www.healthyactivekids.com.au](http://www.healthyactivekids.com.au) is the core platform for delivering many elements of the Programme.

## 4.2 Healthy Active Kids Programme: A holistic approach



*Above: The pathway by which the programme seeks to produce improvements in children's attitudes, knowledge, beliefs and behaviours.*

## 4.3 Overview of the Programme

### TEACHERS

#### FREE ONLINE TEACHING RESOURCE FOR HEALTH & PE

**Healthy Active Kids** is a FREE online teaching resource for Health & PE which encourages students to live a healthy and active lifestyle.

**The website features:**

- Lesson Plans
- Worksheets
- Videos
- Online Games
- PE Coaching Tips
- ...and so much more!



#### CURRICULUM BASED TEACHING UNITS

- Developed by teachers for teachers
- Units meet curriculum requirements
- Use the resource as a total subject plan, dip into single lessons or complement your own lessons with the multimedia resources



#### OUTCOME-BASED LESSON PLANS

- Download fun and engaging lesson plans, activities and worksheets
- Teach straight off the page
- Lessons can include:
  - › Learning intentions
  - › Lesson plans
  - › Worksheets
  - › Handouts
  - › Videos
  - › On-line games
  - › Extension activities
  - › Assessment tools



#### INTERACTIVE AND ONLINE VIDEOS

- Bite-sized videos complementing lesson plans
- Inspiring stories from AIS athletes
- Easy to understand, healthy eating tips for children from accredited dietitians



### KIDS AND FAMILIES

#### INTERACTIVE ONLINE GAMES

- Applies students knowledge of what they have learnt during lessons
- Allows children to have fun while learning
- Games match the curriculum content encouraging good nutrition and activity



#### RECIPES

- Get kids cooking at home, research shows the more involved kids are in cooking the more veggies they eat! It's also a great way for the family to spend time together.



#### HEALTHY EATING IS AS EASY AS 1,2,3

- The Healthy Eating Plate for kids, asks 'What's on your plate, kids?' to encourage kids to consider portion sizes and food choices.
- Videos and games cover areas of nutrition topics such as portion size, hydration and reading food labels



### 4.3.1 Teachers' resources

The teachers' programme has been designed for teachers, by teachers. It aims to improve nutrition and health knowledge and promote physical activity among primary school aged children by providing curriculum-aligned teaching resources (**Refer to Appendix 1 - Healthy tomorrow for today's children: Teacher Resource**).

Resources for teachers include more than 80 curriculum-aligned lessons plans, videos, worksheets, handouts, online games and quizzes. These are provided at no charge through the Healthy Active Kids website and without any product branding. Components include:

- A free online interactive teaching resource
- Teacher online interactive lesson plans, activities and worksheets
- Videos and games designed to be enjoyable for children.
- Supporting materials such as kids' and adults' portion plates, portion posters and nutrition booklets
- Physical activity worksheets from the AIS.

Importantly, to improve and refine the programme, we have sought the input and feedback of:

- Education departments at state and federal levels
- Independent and Catholic education sectors
- Various education associations at state and federal levels.

This outreach has ensured the resources are aligned to the curriculums of each State and Territory including NSW.

We have also sought to raise awareness of the Programme's resources and activities among all these stakeholders.

In addition, the program is monitored and evaluated by Professor Jenny O'Dea, Honorary Professor in Health and Education and Nutrition Education at the University of Sydney.

By the end of 2015, the Nestlé Healthy Active Kids Programme had reached approximately 350,000 children with over 25,000 teachers accessing the teachers' resource.

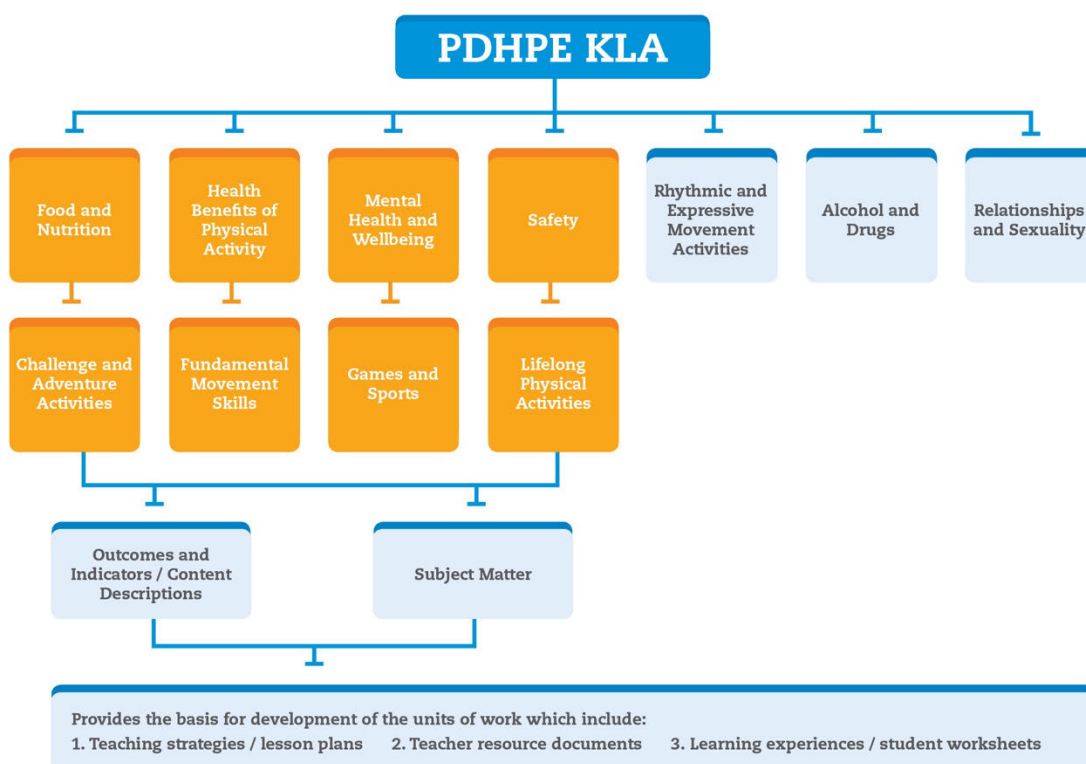
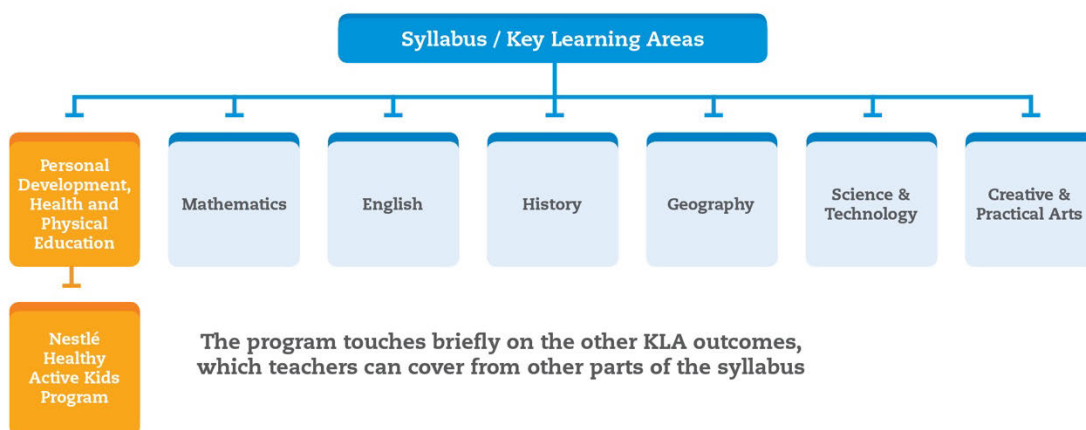
### 4.3.2 Policy and Curricula Context

The Nestlé Healthy Active Kids Programme is aligned with the NSW Healthy Children Initiative in the following ways:

- Education about healthy eating and physical activity in children is key to establishing healthy habits in later years
- Systematic approach across multiple settings. This holistic approach is illustrated below highlighting the importance of comprehensive, multi-sectorial and integrated strategies across the entire community
- Adoption of healthy practices in primary school and encouragement of continued professional development in healthy eating physical activity.

The teaching resource has been created to achieve the content descriptions and achievement standards as listed in the Draft Australian Curriculum for Personal Development, Health and Physical Education, as well as meet the current curriculum outcomes for each of the Australian States and Territories including NSW.

## DRAFT NATIONAL CURRICULUM



Above: The Programme's alignment with the Draft National Curriculum

## 4.4 Interactive communications for families and children

Another key objective of the programme is to directly support families, who have the primary responsibility for educating children on healthy, active lifestyles. The Healthy Active Kids website has a range of engaging resources for families and children to explore at home

The Healthy Active Kids website includes interactive online games for students, recipes to get kids' cooking at home, and videos and games on topical nutrition issues.

In addition, a range of resources within the teacher's programme are also available to children to take home and discuss with carers and parents, such as a Healthy Eating Plate to communicate healthy portion sizes and balanced meals, and chapters on hydration.

Additionally, a 32-page booklet has been created for families with information on nutrition and sports, of which we have given away over 500,000 copies.

### 4.4.1 Families are important stakeholders: parents are in need of guidance

We undertake regular consumer research to guide and shape the Nestlé Healthy Active Kids programme.

For example, we recently released the 'Raising Nutrition Savvy Kids' research report 2016, based on two separate surveys of a total of 1324 parents of primary school aged children across Australia. The research aimed to establish how confident they are teaching their children about nutrition and whether their children are helping out in the kitchen (**see Appendix 2 – Savvy Kids Research Report**), in light of other findings showing that children who participate in cooking are more likely to try different foods.

Findings included:

- Overwhelmingly parents said they were worried about their children having a healthy, balanced diet. While most of those surveyed felt confident they knew the correct balance of food groups, the results told a different story.
- Some parents (n=821) were asked about whether their children help to cook at home. Almost half of parents surveyed said they didn't have enough time for children to be involved in the cooking and another 16 percent said it was more efficient for adults to do the cooking alone.
- Of those parents asked whether they were concerned about their children having a healthy, balanced diet (n=503), eight out of 10 said that they were. Despite this, not one parent received full marks when asked specific questions about portion size and food groups, as recommended by the Australian Dietary Guidelines. Results included:
  - 51 per cent of parents correctly identified the five different food groups
  - 50 per cent of parents correctly identified the correct portion size for one serve of fruit
  - Two thirds of parents did not know that children aged nine to 11 years should have five serves of vegetables and legumes a day.

*"In many cases, parents have no idea what constitutes a healthy serving. This is a big factor in Australia's rising rate of obesity."*

**Health educator and nutritionist, Professor Jenny O'Dea, University of Sydney.**



- While 60 per cent of parents said they would like more information on nutrition to help their children eat healthy, balanced diets, 37 per cent said they did not have the time or energy to find out.
- The survey found that parents in NSW and the ACT are the least confident (27 per cent are not confident) that they know what balance of food groups and portion sizes should go on their children's dinner plate or in their lunchbox. They are also the most likely (30 per cent) to say they want more information, but don't have the time or energy to find out.

It is Nestlé's view that these findings highlight a clear demand for programmes like the Healthy Active Kids, which can provide healthy eating advice for children through their schools and their families.

#### **4.5 Grants for schools to support in-school activities which align with the goals of the Healthy Active Kids programme**

Since the commencement of the programme, we have provided support via grants and resources to schools in the following ways:

- Substantial grants (\$100,000 in total) have been given to more than 100 schools around Australia. Schools have used these grants for many purposes including purchasing indoor sports equipment, creating vegetable gardens, and upgrading Home Economics facilities
- Interactive Smart Boards – 40 x Smart Boards have been given away nationally to support teachers
- Kitchen Kart Campaign - Kitchen Karts, which are portable teaching kitchens designed with the needs of classrooms and school children in mind, have been given to four schools, aiming to provide children with basic cooking skills and a deeper understanding of food to enable them to make healthier food choices in life.

*On behalf of the staff and students at [our] Primary School, we would like to take this opportunity to say thank you for the \$1,000 sporting grant. This year has been particularly difficult to have sport lessons outside because of the new buildings being built as well as the numerous wet weather days. Since having our new hall we have begun looking at ways in which we can implement indoor sports when being outside is impossible. Courtesy of the \$1,000 grant we have started purchasing equipment to make this possible. Once again we are very grateful to you and Nestlé for such a generous contribution.*

***Catholic Primary School, Regional NSW***

## 5. Programme Evaluation

### 5.1 Teachers' focus group research

Over the years, numerous teacher focus groups have been conducted independently to gain teacher feedback on the resource materials, and to understand how we can encourage more teachers to use the resource and help us develop new content. The research objectives included:

- Understanding awareness of resource
- Identifying optimal communication methods
- Identifying drivers and barriers to uptake
- Evaluating the website for the resource
- Evaluating the effectiveness of the resource.

This feedback has been essential to the ongoing improvement of the programme, its content and distribution channels and is helping to ensure it continues to meet the needs of teachers. The next round of research is planned for September 2016 to further understand teachers' needs when using online resources.

*I think the resource is excellent. It provides a great range of activities so that students can make informed health and lifestyle choices. I have been able to adapt the resources to suit years 4,5 and 6 students. It is well structured, easy to follow and linked directly to the curriculum. It is a fantastic ready to go resource and I would highly recommend it to primary teachers.*

**Teacher, Central Coast, NSW**

### 5.2 Independent expert evaluation and monitoring

Children's nutrition expert, Professor Jenny O'Dea, University of Sydney was commissioned to develop, implement and report on the monitoring and evaluation programme for the Healthy Active Children project (2013, 2014 & 2015). The evaluation focused on whether the programme had reached the following goal and objectives.

**Programme Goal:** To positively change the nutrition and physical activity behaviour of year 5 and 6 school students by enhancing the capacity of primary school teachers to teach nutrition and physical activity to their students and empowering the school / parent community.

### 5.3 Research objectives

To assess:

- Change in teacher and student knowledge, beliefs, attitudes and behaviours in relation to healthy eating, nutrition and physical activity
- Change in teachers' self confidence/self-belief in their efficacy in teaching nutrition and physical education in the classroom
- Change in student self confidence/ self-belief in their efficacy in their ability to eat a healthy diet and participate in sport and physical activity
- Teacher usage and evaluation of the Nestlé Healthy Active Kids Programme,

- Sharing of the resource among teachers and
- Teachers' observations of healthy eating and physical activity in their students after participation in the Nestlé Healthy Active Kids Programme lessons.

## 5.4 Findings (2014):

The monitoring and evaluation project in 2014 (23 teachers and 301 students) found:

- Teacher and student nutrition knowledge, beliefs, attitudes and behaviours improved significantly and many teachers also reported improved awareness and behaviours in their students as a result of their participation in the classroom lessons
- Teachers and students rated the programme very highly and reported that their diet and nutrition related behaviours had improved as a result of their involvement
- Use of the Nestlé Healthy Active Kids Programme was very high in teachers who had received the professional development as well as those who were made aware of the online resource
- Teachers' self confidence and self efficacy in teaching nutrition and physical education in the classroom and students' intended behaviours increased significantly (**Refer to Appendix 3 – Executive Summary of Report**).

## 5.5 Application of findings

The full results from the Monitoring and Evaluation Programme have been shared with the teachers and the Department of Education in the ACT who certified the professional development programme. Professor O'Dea has published a research paper detailing the findings of the review. For further information, please see **Appendix 4 – Research paper by J. O'Dea**.

Given the Healthy Active Kids programme reached an estimated 350,000 children nationally in the past 12 months, there is scope for a much more comprehensive review (with a commensurate level of statistical rigour) comparing changes in student (and teacher) knowledge, attitudes and behaviours across:

- A control group (standard PDHPE curriculum or state equivalent),
- Students who have undertaken the Healthy Active Kids programme
- Students who have undertaken the programme, under direction of a teacher who has participated in the dedicated Professional Development.

Nestlé would be interested in exploring opportunities to collaborate with the NSW Government to expand the scale of this review.

## 5.6 Professional development

Nestlé, in collaboration with its partners the Australian Institute of Sport (AIS), the University of Sydney and the ACT Department of Education, conducted a Healthy Active Kids professional development day for teachers with ongoing professional development across the year of 2014. The professional development programme was certified by the ACT Teaching Quality Institute with 23 teachers from 12 Catholic and Private schools in the ACT participating.

## 5.7 Key programme elements and outcomes

Healthy Active Kids Programme element	Programme metrics	Outcomes
Programme Reach	Teachers – Accessing Teacher Resources online  Children	Last 12 months: <ul style="list-style-type: none"> <li>▪ 170,000 users nationally</li> <li>▪ 600,000 page views nationally</li> <li>▪ Time on website (average) 4.5 minutes</li> </ul> In the last 12 months, approx 350,000 kids nationally have been reached by the programme and resources
Teachers Resources	Qualitative research - teacher focus groups on content, effectiveness, awareness and new content development	<ul style="list-style-type: none"> <li>▪ High quality resources: relevant, engaging, ready to use</li> <li>▪ At home access important e.g. website and resource materials</li> <li>▪ Material is engaging for children and aids in teaching them PDHPE</li> </ul> Key benefit: a quality resource that is ready to use
Supporting materials and tools for teachers & families	Kids and adults portion plates  Lunchbox toolkits and lunchbox stickers  Nutrition and physical activity booklets – for teachers and families  Portion posters  AIS and Nestlé Survival cook book range	300,000 +  200,000 +  500,000 +  80,000+  300,000+
School Grants for Healthy Active Living Programmes	Grants Whiteboards Kitchen Kart	1000 schools 40 schools 4 schools

## 6. Future Directions for the Programme

Based on the formal programme evaluation by Professor O'Dea and feedback from the professional development day, further research and development will focus on:

- Implementation of an online professional development programme to be reviewed with the goal of certification by each State and Territory Departments of Education in Australia in line with Federal government policy and the Draft National Curriculum
- Delivery of the Healthy Active Kids programme to trainee primary teachers at universities in ACT and NSW and potentially, all other states and territories of Australia in line with the Draft National Curriculum.
- Parental education about how to encourage healthy eating via child behaviour modification and parenting education via "positive food parenting"

## 7. Conclusion

Nestlé welcomes the opportunity for collaboration with government, non-government and private sectors on strategies to reduce childhood overweight and obesity. The Nestlé Healthy Kids programme provides an example of a well-established programme based on a multi-stakeholder approach, aimed at raising awareness of the benefits of a healthy active lifestyle amongst primary school age children through nutritional education and the promotion of regular physical activity.

We recommend multi-stakeholder strategies to help meet the 2025 target through the power of combining diverse expertise, efficient use of resources, food supply changes and driving population and community reach. Through these combined efforts we can make a positive impact on children's health including a contribution to reducing childhood overweight and obesity rates.

## 8. Appendices

**Appendix 1 – Healthy tomorrow for today's children: Teacher Resource**

**Appendix 2 – Savvy Kids Research Report**

**Appendix 3 – Executive Summary and Final Report, by J. O'Dea - January, 2015**

**Appendix 4 – Research paper by J. O'Dea - Evaluation of Healthy Active Kids program**